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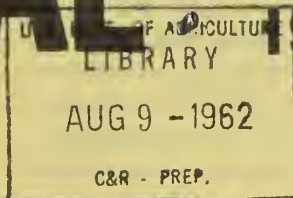


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CENTENNIAL • 1862-1962



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USDA Centennial Committee



June 1962

NOW THAT THE CENTENNIAL is under-way, we thought you might be interested in a second report about some of the things the Department and others are doing in recognition of the anniversary. Later on, we expect to use this means once again to tell you about further Centennial activities. In the meantime, we wish to thank the many of you who have done so much to get the Centennial off to a strong start. Keep up the good work.



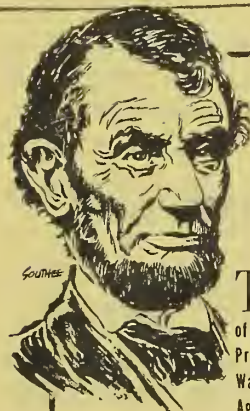
ACTIVITIES

World Food Forum Opens Centennial

The three-day World Food Forum began on the Department's 100th birthday - May 15, 1962 - at the Sheraton Park Hotel in Washington. The Forum dealt in depth with problems of food and farming, world agriculture trends, population growth, and advances in agricultural science and production.

Secretary Freeman was principal speaker at the opening-night banquet, which was attended by over 1400 guests in the hotel's huge main ballroom. They included members of the Cabinet and of the Supreme Court, Congressional leaders, members of the diplomatic corps, and representatives of business, education, religion, labor, science, and agriculture.

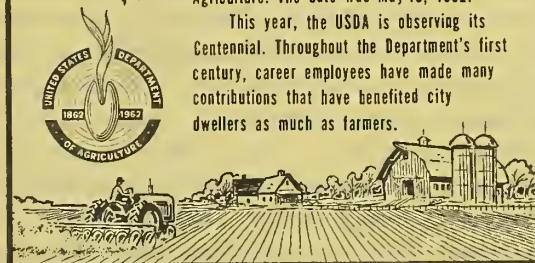
Guests from 88 Nations attended the Forum. Besides the Secretary, speakers included Senator Stuart Symington; former



Bull Run, Shiloh and the U.S. Department of Agriculture

The Battle of Shiloh was less than two months old, the Second Battle of Bull Run would shortly be fought, when President Lincoln took time during the Civil War to establish the U.S. Department of Agriculture. The date was May 15, 1862.

This year, the USDA is observing its Centennial. Throughout the Department's first century, career employees have made many contributions that have benefited city dwellers as much as farmers.



This is the pictorial feature in the June issue of the "Federal News Clip Sheet," which goes to some 1200 federal-employee publications both here and abroad. The issue also carries a story on the many achievements of career USDA employees since the Department was founded.

Secretary of Agriculture and Vice-President Henry A. Wallace; Paul Hoffman of the United Nations; and George McGovern, Director of the Food for Peace Program. The speakers came from many countries--among them Italy, France, the Netherlands, United Arab Republic, Scotland, Costa Rica, New Zealand, Australia, and all parts of the United States.

Photo Exhibit Premieres in Washington

The Department's Centennial Photography Exhibit, "The Changing Faces of Our Land," was officially opened by Secretary

Freeman in the patio of the Administration Building on May 14. More than 650,000 photographs were reviewed to find the 325 that tell the story of the development of American agriculture over the past century, and its impact on our economic, cultural, and spiritual life. The work of many of American's outstanding photographers is included in this unique collection. The exhibit will be available for showing outside of Washington after June 22. Exhibits Service has already received requests extending well into 1963.

Another popular Centennial exhibit, now on tour and already booked for months to come, is "The Meat Miracle." Dramatically designed, it uses automated devices, projectors, and audio aids to tell consumers the story of our abundant meat supply.

Film Festival of Agriculture Takes Shape

As we previously announced, a major Centennial event will be a festival devoted to agricultural films - the first ever held in the United States. The festival is being sponsored by the USDA and will take place in Washington in November.

The response of film makers has been excellent, including industrial and business concerns, Land-Grant Colleges, and independent film producers. Already, over 185 films have been offered, and the deadline is still some time away. Many requests have been received to show the winning films. A special feature of the festival will be "Americas Day," when films from Canada and the nations of Central and South America will be shown.

Speakers' Bureau Goes into High Gear

The Speakers' Bureau provides outstanding speakers for Centennial dinners and meetings at the national and regional level, and insofar as possible, at the State level too. Requests are coming in from all parts of the country.

Staffed by key people from all the major agencies in the Department, the Bureau has authoritative speakers available for virtually any topic connected with agriculture.

Dinners Take Place Coast to Coast

Dinners and luncheon meetings keyed to the Centennial are being held by many groups, in many places. Joint dinners of the Land-Grant Colleges and the USDA are already planned in over 20 States. Among the many USDA Clubs planning special luncheons in the near future are the three Bay Area Clubs around San Francisco. Assistant Secretary Robertson is slated as the speaker.

Graduate School Presents Lecture Series

The Graduate School of the Department of Agriculture presented a series of five lectures last fall in honor of the Department's Centennial anniversary. The lecture titles and speakers were: "Profiles of the USDA--First Fifty Years," by Vernon Carstensen, of the University of Wisconsin; "The Department As I Have Known It," by Henry A. Wallace; "The Land-Grant College: Past and Present," by James H. Hilton, President of Iowa State University; "Contributions of Agriculture to Our Economy," by Jesse W. Tapp, Chairman of the Board of the Bank of America; and "Agriculture, Today and Tomorrow," by Secretary Freeman.

The lectures have been compiled into a 74-page paper-bound book. Copies may be obtained for \$1 each from the Graduate School, U.S. Department of Agriculture, Washington 25, D.C.

Here and There on the Centennial Scene

In its May 5 issue, "The Saturday Evening Post" carried an article by Secretary Freeman titled "America's Miraculous Harvest." You probably saw it; if not, it's well worth looking up.

The magazine "Sperry'scope," published by the Sperry Rand Corporation, features an article by Assistant Secretary Welch in its second-quarter issue for 1962. The subject is agricultural science and research during the past 100 years.

One of the best-looking and best-written publications on agriculture we've seen is

the second-quarter issue of "Kaiser Aluminum News." Devoted exclusively to agriculture, the magazine is dedicated to the American farmer and the Department.

Chas. Pfizer & Co., a major pharmaceutical and food-chemical producer, dedicated its Tenth Annual Research Conference in Chicago to the USDA and Land-Grant Centennials.

Both AP and UPI sent out Centennial stories on the Department, which, of course, were picked up by newspapers from coast to coast. In addition, many papers are running Centennial material of their own or supplied by USDA.

The first exhibit USDA ever put on in Venezuela took the Centennial as its theme The "National 4-H News" a few months back based its cover story on our anniversary. . . . Other magazines, among them "Dairy Promotion Topics," "Safeway News," and the "Del Monte Shield" have also used the Centennial as an apt occasion for saluting American agriculture. . . . Last but not least, such USDA magazines as "Rural Lines," "Agricultural Research," "Extension Service Review," "Soil Conservation," and "USDA" have also given the Centennial excellent coverage.



MATERIALS

Information Kit Gets Action

The editors of newspapers and magazines - in fact, publications of all kinds - have been quick to take advantage of the wide-ranging materials provided by the Centennial Information Kit. Among other items, the kit contains background statements on USDA agencies, both story ideas and ready-to-use stories, and booklets describing radio-TV and film material, exhibits and publications, of special interest during the Centennial. To date, about 9000 kits have been distributed, not only to editors but to radio and TV stations and to civic groups.

Special Newspaper Circulates Nationwide

More than 12,000 copies of the Centennial newspaper supplement have so far been sent out to papers throughout the country. The supplement contains a wide variety of stories on agriculture and USDA activities, photographs, and Centennial ads. Newspaper mats of all the ads and photos are free to whoever wants them, and to date, around 400 complete sets have been sent out. The mat material is newsworthy throughout the year and beyond. Any newspaper or organization can get kits of the mats free by writing to Publishers' Auxiliary, 333 N. Michigan Avenue, Chicago 1, Illinois.

Program Book Goes to Private Groups

Leading manufacturers, civic organizations, ad agencies, business firms, railroads, banks, and County Centennial Committees are among the more than 12,000 groups that have received a copy of "Agriculture 100" to date. Fifty-four pages long, it contains ideas and materials that range from camera-ready ads to Centennial-slanted USDA publications and motion pictures, suggestions for making up window displays and exhibits. A basic aim of the program book is to help nonfarm organizations reach urban people with the story of the contributions that our farmers and ranchers make to their lives.

"Agriculture USA" Now Being Shown

The documentary Centennial film, "Agriculture USA," presents a sweeping panorama of just how much is involved in the big business of feeding the people of America and providing raw materials for industry. In color and running 28 minutes, it is also an inspiring look at the tremendous growth and changes that have led to the pre-eminence of American agriculture today.

Additionally, USDA's agencies have made a series of other Centennial films, each concerned with a specific phase of agriculture.

The films will be distributed for TV showings and will be available from State film libraries.

Churches Receive Special Brochure

As further evidence of the cooperation that has long existed between church groups and the Department, the Centennial Committee recently issued a booklet written by four leading churchmen. Entitled "The Church and Agricultural Progress," the brochure reminds the reader that "man has been able to increase the productivity of resources from agriculture by describing, discovering and working with laws created and governed by God for the benefit of man." Over 150,000 copies of the booklet have been distributed to both Protestant and Roman Catholic churches throughout America.

1962 Yearbook Comes off the Press

The 1962 Yearbook of Agriculture, "After a Hundred Years," was issued on May 15.

The volume, which is considered the Centennial Yearbook, explores in depth the backgrounds of today's agricultural revolution, the new methods and tools of research, the problems of farm income, the sharing of our abundance of food, the growth of the Department of Agriculture and land-grant institutions, and changes in rural living. Its focus is on people in country and city and what modern agriculture means to them; 706 photographs help make the Yearbook one of the most attractive issued to date.

The Yearbook is a Congressional document prepared in the Department and published under direct Congressional authorization. Copies are distributed mainly by Members of Congress. It is also sold by the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at \$3 a copy. The Department has no copies for general distribution.

Another book saluting the Centennial is "Century of Service," the first full dress history of the Department. It will be available sometime this fall.

Other Centennial Items Already in Use

For instance, there's the large Centennial poster. So far, over 185,000 copies have been distributed.

A Centennial plaque is also available. It's a big and striking three-dimensional plastic reproduction of the Centennial seal. The plaques can be purchased for \$6.25 each from the Richard Rush Studio, Box 104, Annandale, Virginia.

Pitney-Bowes, the company that makes the plates for those postage-meter ads you see so often, has put on sale seven different designs of Centennial plates.

USDA has so far issued two Centennial photo booklets, mainly for the use of magazine and newspaper editors. One is called "Way Back When...." and carries a lot of nostalgia in its 51 pictures of life on the land in the old days. The other, "100 Years of Service," sketches the development of agriculture and the Department since its founding. More photo booklets for distribution to media are planned.

"Reference Aid for Speakers" Just Issued

The publication is a valuable help for anyone making a talk on the Centennial. The 52-page booklet includes a suggested Centennial talk, and several brief statements from each agency on its background, work, and achievements. Distribution is being made by the agencies to their staffs in Washington and the field. Copies will also be distributed to County Extension Agents.

Filmstrip on Farm History Coming Soon

A black-and-white filmstrip, which will also be available as a slide series, is currently being prepared to highlight significant milestones in American agriculture during the last century. Consisting of between 100 and 150 separate pictures and a script, it will be suitable for putting on a show about 30 minutes long.

A Final Word

Sorry there's not room to mention all the other groups, activities, and media that have also observed the Centennial by paying tribute to America's farmers. We'll try to give them the credit they deserve in our next report.

If you have questions about anything concerning the Centennial, please write to the Centennial Committee, U.S. Department of Agriculture, Washington 25, D.C.

